



**GENERAL SERVICES ADMINISTRATION
FEDERAL ACQUISITION SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/PRICE LIST**

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through GSA Advantage!, a menu-driven database system. The INTERNET address for GSA Advantage! is: <http://www.gsaadvantage.gov>



REJ & Associates, Inc.
6 East Hamilton Street
Baltimore, MD 21202-2232
Phone number: (410) 332-4070
Fax number: (410) 962-7052
<http://rejassociates.com>

**Professional Services Schedule (PSS)
Advertising & Integrated Marketing Solutions (AIMS)
Federal Supply Schedule Solicitation No. FCO-00-CORP-0000C
for Multiple Award Schedule 541**

CONTRACT NUMBER:
GS-07F-0589W

CONTRACT PERIOD:
August 9, 2010 through August 8, 2020

CONTRACT ADMINISTRATOR:
Mr. Elliott Wiley, President/CEO
E-Mail: ewiley@rejassociates.com

BUSINESS SIZE: Small Business

Prices shown herein are NET (discount deducted).



TABLE OF CONTENTS

I. GSA PRICING	5-6
II. OTHER DIRECT COSTS	7-9
III. SCA MATRIX.....	10
IV. CAPABILITIES.....	11-12
V. DESCRIPTION OF SERVICES.....	13-15
VI. LABOR CATEGORY DESCRIPTIONS	16-38
VII. CUSTOMER INFORMATION.....	39-40



Ideas Imagined. Ideas Produced.

6 East Hamilton Street Baltimore, MD 21202 | tel. 410.332.4070 | rejassociates.com



DUNS #: 939093852

CAGE CODE: 4G3N9

Certifications:

MDOT#:96-397, Federal SDB, NMSDC

GSA Contracting Vehicles:

Professional Services Schedule
Advertising & Integrated Marketing Solutions (541)

GSA Contract Period:

August 9, 2010 through August 8, 2020

Current & Former Clients:

Defense Media Activity (DoD)
U.S. Air Force Office of Scientific Research
U.S. African Development Foundation
U.S. Department of Housing and Urban Development
U.S. Fire Administration/FEMA
U.S. Mint
BWI Thurgood Marshall Airport
MD Department of Business & Economic Development
MD Department of Human Resources
MD Environmental Service
Maryland Public Television
Maryland State Lottery and Gaming Control Agency
GKV, Inc.
Miles Partnership
TBC, Inc.
Siquis Advertising
Weber Shandwick
Johns Hopkins University School of Nursing
Morgan State University
Reginald F. Lewis Museum of Maryland African
American History and Culture
Hearst Broadcasting
Westinghouse Broadcasting (now CBS)
WHUT-TV (formerly WHMM-TV - Howard University)
Northern Virginia Visitors Consortium



Advantage!®

Contract GS-07F-0589W

541-1	Advertising Services
541-2	Public Relations Services
541-3	Web Based Marketing Services
541-4B	Video/Film Production
541-4F	Commercial Art & Graphic Design
541-1000	ODC

NAICS Codes:

512110 - Motion Picture and Video Production
512191 - Teleproduction and Other Postproduction Services
512240 - Sound Recording Studios
515120 - Television Broadcasting
519130 - Internet Publishing and Broadcasting and Web Search Portals
541430 - Graphic Design Services
541511 - Custom Computer Programming Services
541611 - Administrative Management and General Management Consulting Services
541613 - Marketing Consulting Services
541810 - Advertising Agencies
541820 - Public Relations Agencies
541830 - Media Buying Agencies
541850 - Display Advertising
541890 - Other Services Related to Advertising
541922 - Commercial Photography

Contact:

Elliott A. Wiley	ewiley@rejassociates.com
President/CEO	

6 East Hamilton Street • Baltimore, MD 21202 • tel. 410.332.4070 • fax. 410.962.7052 • www.rejassociates.com



Ideas Imagined. Ideas Produced.

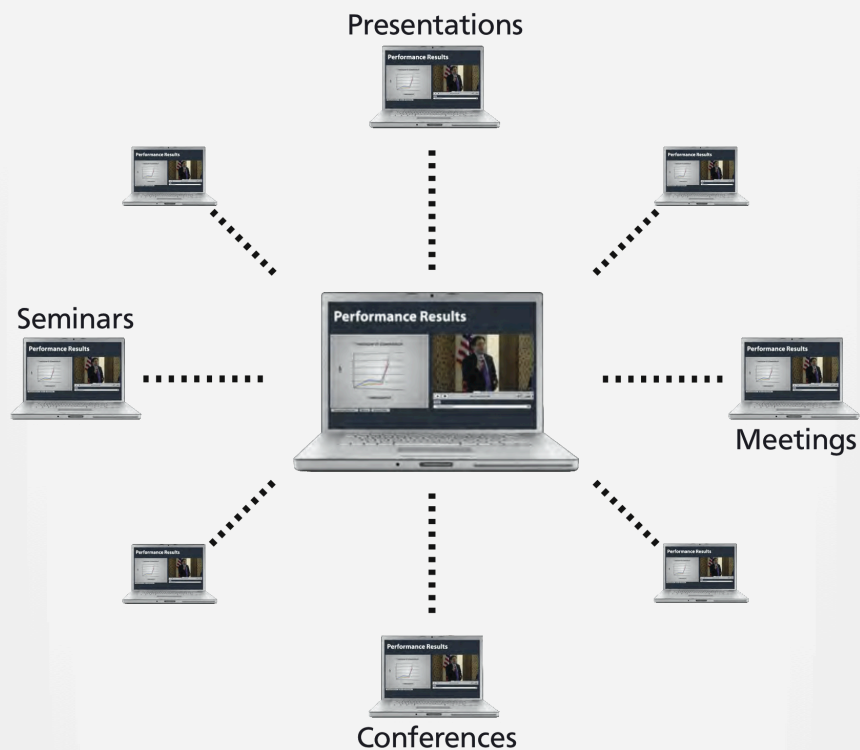
6 East Hamilton Street Baltimore, MD 21202 | tel. 410.332.4070 | rejassociates.com



Webcasts | Webinars | Video/Event Production

Save time. Save money. ***Webcasts with Video Production***

Reduce travel and accommodation expenses,
expand your audience and permanently document your event.



Stream Anywhere. Anytime.

- Unlimited Participants
- Live Technical Support
- Customized Themes
- On-demand Viewing
- Detailed Reporting
- Interactive Polling/Q&A

410.332.4070

webcasts.rejassociates.com

Federal SDB



Advantage!
Contract GS-07F-0589W

**I. GSA PRICING**

<i>Personnel</i>	<i>Hourly Rate</i>
Account Coordinator	\$66.17
Account Executive	\$94.25
Account Supervisor	\$125.45
Administrative/ Clerical	\$31.86
Animator	\$139.64
Application Developer/Designer II	\$87.79
Application Developer/Designer III	\$102.73
Art Director	\$102.04
Audio Operator	\$48.38
Audio Tech	\$57.94
Audiovisual Events Coordinator	\$53.85
Audiovisual Events Manager	\$102.12
AV Hardware Systems Designer (Engineering Technician)	\$116.10
AV Installation Technician (Electronics Technician Maintenance)	\$101.76
Boom/Jib Operator	\$79.95
Broadcast Engineer	\$69.71
Camera Operator, Studio	\$48.38
Camera Operator/Videographer I	\$60.32
Camera Operator/Videographer II	\$77.83
Casting Director	\$109.44
Computer Programmer	\$101.76
Content Manager/Editor I	\$68.65
Content Manager/Editor II	\$96.72
Content Manager/Editor III	\$97.01
Content Manager/Editor IV	\$108.96
Copy Editor	\$63.06
Copywriter	\$78.65
Copywriter (Senior)	\$86.45
Creative Director	\$148.85
Designer/ Programmer	\$77.05
Director (Video)	\$104.77
Director of Interactive	\$98.62
Director of Photography	\$103.54
Director, Studio	\$60.26
Editor	\$55.40
Editor (includes system)	\$106.90
Editor, Assistant	\$38.63
Event Producer	\$77.05
Floor Director	\$48.38
Gaffer	\$63.17
Graphic Artist	\$77.05
Graphic Designer	\$102.73



<i>Personnel</i>	<i>Hourly Rate</i>
Graphic Design Specialist I	\$54.06
Graphic Design Specialist II	\$61.37
Graphic Design Specialist III	\$71.46
Graphic Operator (SSC)	\$48.38
Graphic/Web Designer	\$71.48
Graphic/Web Designer Sr.	\$80.14
Grip	\$57.94
Help Desk Support	\$172.53
Lighting Director	\$96.26
Location Scout	\$84.20
Make-up Artist	\$77.40
Motion Designer/Artist	\$107.89
President	\$195.64
Producer	\$82.22
Producer, Associate	\$72.23
Producer, Coordinating	\$53.96
Producer, Executive	\$117.42
Production Assistant	\$40.73
Production Manager	\$102.73
Project Manager/Consultant	\$117.42
Prop Master	\$76.58
Public Relations Specialist	\$102.73
Researcher	\$65.63
Script Supervisor	\$72.23
Social Media Editor	\$62.33
Social Media Manager/Editor III	\$97.01
Social Media Manager	\$86.51
Social Media/Media Production Specialist	\$65.15
Social Media/Public Affairs Specialist I	\$71.21
Social Media/Public Affairs Specialist II	\$92.21
Social Media Specialist	\$71.48
Still Photo Assistant/Camera Assistant	\$51.34
Still Photographer I	\$141.11
Still Photographer II	\$231.75
Still Photographer III	\$393.46
Stylist	\$99.79
Technical Director	\$67.60
Visual Information Specialist II	\$47.49
Visual Information Specialist III	\$51.93
Webcast Technician	\$44.68
Webmaster	\$83.96
Writer	\$86.45



II. OTHER DIRECT COSTS

Awarded non-labor costs are comprised of the components as described below and are directly applicable to the service provided. Agency orders may alter the type, quality, and timing of each component and thus result in a lower price for specific requirements. REJ & Associates, Inc. is advised that based on specific tasks identified at the task order level, Clause 552.238-75 Price Reductions may be used to provide a proposed fixed price to the agency to more accurately reflect the actual work required.

Supplies & Services	Rate	Type
Apple Boxes	\$10.75	set
Audio Encoder (Telos)	\$300.00	day
Audio File Conversion	\$50.00	each
Audio Mixer - 4 Channel	\$73.50	day
Audio Package (Webcast)	\$500.00	day
Camera Package - Canon 5D DSLR	\$151.00	day
Camera Package - Canon 7D DSLR	\$91.50	day
Camera Package – HD	\$450.00	day
Camera Package – HD Large Format	\$900.00	day
Camera Package – SD/HD	\$250.00	day
Caption File (NLE)	\$75.00	each
Captioning Web/File Based Videos - Standard	\$6.00	hour
Captioning Web/File Based Videos - Rush	\$7.50	minute
Captioning Service (Live)	\$250.00	minute
Casting Facilities	\$900.00	day
Casting Prep	\$250.00	day
CD Set up (Radio)	\$27.45	per :30 spot
CD's	\$2.85	per :30 spot
Dailies Logging/Digitizing	\$112.00	hour
Data DVD Backup w/ label	\$29.40	per disk
DCO Connect Box	\$50.00	each
Digital File Processing	\$98.25	hour
Dolly Rental	\$549.09	day
DVD Authoring	\$54.00	hour
DVD Dubs	\$14.50	up to 30 min.
DVD Master	\$27.45	4.7 GB/118 mins.
EFP Camera Crew, 2 person (10 hour portal to portal)	\$1,550.00	day
EFP Camera Crew, 3 person (10 hour portal to portal)	\$2,000.00	day
Fisher Dolly Package	\$485.00	day
FTP Postings/File Upload	\$125.00	hour
Generator - Honda EX5500	\$171.50	day
HD Monitor	\$150.00	day
Helicopter Rental	\$1,619.00	hour



Supplies & Services	Rate	Type
HMI Light Fresnel Package (2-1200, 2- 575 Fresnel)	\$230.50	day
HMI Light Package 1 (1200, 575, 200 par or Fresnell)	\$407.00	day
HMI Light Par Package (2-1200, 2- 575, 2-200 par)	\$465.00	day
ISDN (per location)	\$663.00	hour
KiPro Recorder with 500 GB HDD	\$275.00	day
Kit Rental (Makeup)	\$82.36	each
Ladder: 10 foot	\$8.75	day
Laptop Computer Rental	\$225.00	day
Lens - Canon "L" Series 24mm Prime 1.4L II	\$51.00	day
Lens - Canon "L" Series 24mm, 50mm, 85mm Set	\$137.50	day
Lens - Canon "L" Series 50mm Prime 1.2L	\$41.00	day
Lens - Canon "L" Series 85mm Prime 1.8L II	\$51.00	day
Lens - Canon Zoom - Canon 70-200mm 2.8L w/stabilizer II	\$51.00	day
Light Kit Rental (Tungsten Kit)	\$150.00	day
Livestream Monthly Hosting	\$481.00	month
Mac System time	\$51.00	hour
Media Storage - 1TB Rugged Drive	\$275.00	1 TB
Mix Audio to Pic (TV)	\$125.54	hour
Music Search	\$93.34	hour
Narration Record/Mix	\$185.00	hour
On Camera Talent (Union)	SAG-AFTRA Scale	day
Overhead: 12X12 Butterfly set with frame and stands	\$108.00	day
Pop-up Tent	\$30.00	day
Production Supplies (Miscellaneous)	\$225.00	flat
Production Vehicle	\$250.00	day
Sound Design	\$150.32	hour
Sound Effects	\$54.91	each
Steadicam Rental	\$750.00	day
Storyboard Artist (Black and White)	\$125.00	frame
Storyboard Artist (Full Color)	\$175.00	frame
Streaming Console	\$225.00	day
Transcription Rush Delivery	\$5.74	minute
Transcription Standard Delivery	\$3.75	minute
Uploads, Disks & Supplies (Photography)	\$199.00	day
Video Mixer/Switcher	\$850.00	day
Video/File Compression	\$149.00	hour



<i>Supplies & Services</i>	<i>Rate</i>	<i>Type</i>
Virtual Event – Livestream (1 camera, unlimited attendees; unlimited streaming), 8 hour day	\$6,504.15	event
VO Casting	\$274.54	commercial campaign
Voiceover (Union)	SAG-AFTRA Scale	first hour
Web Coding	\$90.68	hour
Webcast Encoder	\$375.00	day
Webcast Hosting - Viewing Hour per Participant	\$1.17	per
Webcast Hosting – 8 hour day	\$2,560.00	day
Webcast Hosting – Additional Hour (Over 5) (250 Participants)	\$195.00	hour
Webcast Hosting – Additional Hour (Up to 5) (250 Participants)	\$295.00	hour
Webcast Hosting (1 hour) (250 Participants)	\$695.00	hour
Webinar - Event Disk (Full Functioning Event Archive)	\$250.00	each
Webinar – All inclusive, 2 hour, up to 5,000 Participants	\$2,127.00	event
Webinar – All inclusive, 3 hour, up to 5,000 Participants	\$2,328.52	event
Webinar – All inclusive, 4 hour, up to 5,000 Participants	\$2,529.94	event
Wireless Mic Package	\$64.65	each



III. SCA MATRIX

The Service Contract Act (SCA) is applicable to this contract and it includes SCA applicable labor categories. The prices for the cited SCA labor categories are based on the U.S. Department of Labor WD Number(s) identified in the SCA matrix. The prices offered are based on the preponderance of where work is performed and should the Contractor perform in an area with lower SCA rates, resulting in lower wages being paid, the task order prices will be discounted accordingly.

SCA Eligible Labor Category	SCA Equivalent Code Title	Wage Determination No.
Administrative Assistant	01020-Administrative Assistant	2005-2247
Still Photographer I	13071-Photographer I	2005-2247
Still Photographer II	13072-Photographer II	2005-2247
Still Photographer III	13073-Photographer III	2005-2247
Graphic Artist	15080 Graphic Artist	2005-2247
Computer Programmer	14070-Computer Programmer	2005-2247



IV. CAPABILITIES

REJ's mission is to create engaging visuals, content and strategies that connect you with your audience. We do this by providing high quality, cost effective solutions while utilizing state of the art equipment and qualified and experienced personnel. Our company's tag line says it all...*Ideas Imagined, Ideas Produced.* We listen to our customer's needs and then imagine, create, innovate and collaborate with you to bring these ideas to life through well-crafted pre-production, production and post-production processes that include:

- Preparing schedules and production plans
- Budget and Project management
- Negotiating and securing licenses & permits
- Developing creative
- Writing and editing copy
- Casting and crewing
- Scouting and securing locations
- Designing and constructing sets
- Recording video/audio on location or in studio
- Designing and creating graphics
- Designing & creating 2D and 3D animations
- Video and audio editing
- Sound design
- Print design, production and management
- Still Photography and Digital Processing
- Webcast and webinar services
- File compression and distribution



REJ owns Sony, Canon and GoPro High Definition video camera packages with lighting, audio and monitoring systems; DSLR professional still cameras with an array of standard and prime lenses; Mac computer systems with Final Cut and Adobe Creative Cloud with PhotoShop, Premiere, AfterEffects, Illustrator, InDesign, Lightroom, etc; Black Magic, Sorenson and AJA encoding, compression, capture and webcasting devices; and fully equipped offices in Baltimore City's historic Mount Vernon.

In a business where meeting deadlines is critical, REJ has crafted a superior past performance rating. We have a veteran hands-on management team; employees with the right attitude and appropriate creative and technical skills; a network of strategic partners, sub-contractors, and free lance personnel; equipment and facilities that are maintained and upgraded to keep up with today's technology; and planning, execution and a post evaluation process focused on quality.

Check out REJ online at www.rejassociates.com.



REJ's past performance speaks for itself...

Some of REJ & Associates' notable achievements include: 5 Emmy Awards, 4 Gold ADDY's, 1 Silver ADDY, the National Association of Black Journalists Journalism Award, the World Institute of Communications CEBA Award, an International Film Festival Award, the Edward R. Murrow Brotherhood Award, the Association of Black Media Workers Frederick Douglass Award, the Corporation for Public Broadcasting Gold Award and the Golden CINE Award.



Our diverse client list includes the United States Department of Defense, U.S. Department of HUD, U.S. Air Force Office of Scientific Research, U.S. Fire Administration (division of FEMA/Homeland Security), U.S. Mint, U.S. African Development Corporation, the Maryland State Lottery & Gaming Control Agency, Hearst Broadcasting (WBAL-TV 11 Baltimore), the Maryland Department of Business and Economic Development, WJZ-

TV 13 Baltimore, Maryland Public Television, Prince Georges Community College, BWI Thurgood Marshall Airport, Johns Hopkins University School of Nursing, Morgan State University, the Maryland Department of Human Resources, the Maryland Department of Health & Mental Hygiene, Maryland Environmental Services, Bookmark Publishing, TLC Beatrice, TBC, GKV, Siquis Advertising, Miles Partnership, Weber Shandwick and the Northern Virginia Visitors Consortium.

Incorporated in 1991, REJ is a Federal SDB firm, GSA Professional Services Schedule Holder (under Advertising and Integrated Marketing Services-AIMS 541), and Licensed MBE (Minority Business Enterprise) in the states of Maryland and North Carolina, the city of Baltimore and is certified with the National Minority Supplier Development Council. REJ remains in good standing with all federal, state, and local tax authorities and abides by all FAR regulations and billing procedures of the Federal Government. REJ is a three-time recipient of the TOP 100 MBE award.





V. DESCRIPTION OF SERVICES:

Disaster Recovery SIN's are listed with "RC" after SIN number.

541-1 — Advertising Services 541-1RC	<p>Services provided under this SIN will promote public awareness of an agency's mission and initiatives, enable public understanding of complex technical and social issues, disseminate information to industry and consumer advocacy groups and engage in recruitment campaigns. Services include, but are not limited to the following components:</p> <ul style="list-style-type: none">• Advertising objective determination• Message decision/creation• Media selection• Outdoor marketing and media services• Broadcast media (Radio, TV and Public Service Announcements)• Direct mail services• Media planning• Media placement services• Advertising evaluation <p>Related activities to advertising services</p>
541-2 — Public Relations Services 541-2RC	<p>Services include, but are not limited to providing customized media and public relation services such as the development of media messages and strategies; providing recommendations of media sources for placement of campaigns; preparing media materials such as: background materials, press releases, speeches and presentations and press kits. Other related services may fall under the following categories:</p> <ul style="list-style-type: none">• Executing media programs• Conducting press conferences• Scheduling broadcast and/or print interviews• Press, public relations and crisis communications• Media training - training of agency personnel to deal with media and media responses• Media alerts• Press clipping services <p>Related activities to public relations services</p>



V. DESCRIPTION OF SERVICES (continued):

541-3 — Web Based Marketing Services (Small Business Set-Aside) 541-3RC	<p>Develop strategies for an agency to provide the maximum use of their Internet capabilities. Typical tasks may involve the consultation, development and implementation of the following web based tasks:</p> <ul style="list-style-type: none">• Website design and maintenance services• Search engine development• E-mail marketing• Interactive marketing• Web based training• Web casting• Video conferencing via the web• Section 508 compliance, including captioning services• On-Line media management• Related activities to web based marketing services <p>Media will also be provided in a format that is compatible with the ordering agency's software requirements. Continual website updates and maintenance may also be required.</p>
541-4B — Video/Film Production 541-4BRC	<p>Videotape and film production services will be provided to inform the public and Government agencies about the latest products, services, and/or issues in various outputs such as: industry standard formats, CD-ROM, DVD and video streaming development. Filming in studios, on location, live shows, or events may also be required. Examples of services include, but are not limited to:</p> <ul style="list-style-type: none">• Writing• Directing• Shooting• Arranging for talent/animation• Narration• Music and sound effects• Duplication• Distribution• Video scoring• Editing



V. DESCRIPTION OF SERVICES (continued):

541-4F — Commercial Art and Graphic Design Services (Small Business Set-Aside) 541-4FRC	Commercial art, graphic design, and special effects that educate the consumer market about a product or service, may be required along with updating, rewriting, and/or editing materials. Types of services may include, but are not limited to: <ul style="list-style-type: none">• Developing conceptual design and layouts• Providing copywriting and technical writing services• Creating sketches, drawings, publication designs, and typographic layouts Furnishing custom or stock artwork (including electronic artwork)
541-1000 — Other Direct Costs (ODCs) are expenses other than labor hours. 541-1000RC	All ODCs proposed must be directly related to a service being offered under this Schedule and can only be purchased in conjunction with the Schedule service. Possible ODCs may include such items such as audio/visual equipment, facility rental, commercial production, media costs, booth space rental, etc.



VI. LABOR CATEGORY DESCRIPTIONS

REJ's commercial practices allow education/experience substitutions as outlined below:

2 Years Experience	Equals	AA Degree
2 Years Experience + AA Degree	Equals	BS/BA Degree
4 Years Experience	Equals	BS/BA Degree

Labor Category: Account Coordinator	
General Experience:	Bachelor's degree and at least two years of experience in client accounts.
Responsibilities:	Responsible for client project coordination; reports to the Account Supervisor.

Labor Category: Account Executive	
General Experience:	Bachelor's degree and a minimum of four years of client account experience.
Responsibilities:	Maintains relationships and favorable contacts with current and potential advertising accounts. Targets potential advertising clients and develops relationships in order to acquire new advertising accounts. Responsible for meeting client objectives on creative, technical and budgetary goals for all projects; reports to the Account Supervisor.

Labor Category: Account Supervisor	
General Experience:	Requires a Bachelor's degree and a minimum of six years of experience in supervising client accounts.
Responsibilities:	Responsible for overall management of client accounts and reports directly to the President/CEO.

Labor Category: Administrative/Clerical	
General Experience:	High School diploma and one to two years of clerical support with experience using a variety of computer software applications, including Microsoft Office, Excel and web based products; must be able to manage multiple projects simultaneously.
Responsibilities:	Responsible for scheduling appointments, gives information to callers, takes dictation, composes memos, transcribes, researches, creates presentations, and otherwise providing all forms of administrative support using telephone and a variety of software applications, including Microsoft Office, and other support duties as assigned.

Note: This labor category is only used for task order services that go beyond typical overhead services that are done in the normal course of business. Federal agencies will not be charged for services that are considered to be company overhead.



Labor Category: Animator	
General Experience:	3 years industry related experience; Bachelors' degree.
Responsibilities:	Provides creative animations that are life-like and are used for videos, webcasts, CD-ROMs, DVD formats and other motion video formats. The 3-D animator must demonstrate a fluent expertise with complex software programs that include Maya, Z-Brush, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Flash and Toonboom Animate Pro.. Reports to Art Director.

Labor Category: Application Developer/Designer II	
General Experience:	Bachelor's degree in Multimedia Production, Graphic Design, Applied Art, or related discipline, and three years industry experience, or an Associate's degree and five years of experience in Web design or development. Have proficiency with Photoshop Creative Suite, flash, HTML, DHTML, XML, CSS, RSS feeds, JQuery and JavaScript. Proficient with a variety of professional software packages such as Flash, Dreamweaver, Fireworks, Photoshop, and Illustrator. Knowledgeable of Section 508 compliance and Web browser optimization are also highly desirable. Possess dynamic design skills combined with an understanding of the latest in cutting-edge multimedia technologies in support of Public Domain Web sites. Develop creative solutions for a wide range of projects across a broad range of media including web, print and interactive and social media.
Responsibilities:	Manages, populates and edits graphic/web content for a high-traffic website and its social media pages. Creates, develops and codes design and web solutions that have a high visual impact. Works closely with an Online Content Management Team to realize optimal web, social and mobile technology solutions for websites. Responsible for designing, developing, modifying and implementing computer generated and photographic artwork, images and layouts for web and social media platforms as well as managing all aspects of the functional website.



Labor Category: Application Developer/Designer III	
General Experience:	Bachelor's degree in Multimedia Production, Graphic Design, Applied Art or related discipline, and five years' industry experience, or an Associate's degree and seven years of experience in Web design or development. Have expert-level proficiency with Photoshop, flash, HTML, DHTML, XML, CSS, RSS feeds and JavaScript. Advanced proficiency with a variety of professional software packages such as Flash and Creative Suite 6. Knowledgeable of Section 508 compliance and Web browser optimization are also highly desirable. Possess dynamic design skills combined with an understanding of the latest in cutting-edge multimedia technologies in support of Public Domain Web sites. Develop creative solutions for a wide range of projects across a broad range of media including web, print and interactive media.
Responsibilities:	Manages, populates and edits graphic/web content for a high-traffic website and its social media pages. Creates, develops and codes design and web solutions that have a high visual impact. Works closely with an Online Content Management Team to realize optimal web, social and mobile technology solutions for websites. Responsible for designing, developing, modifying and implementing computer generated and photographic artwork, images and layouts for web and social media platforms as well as managing all aspects of the functional website.

Labor Category: Art Director	
General Experience:	Bachelor's degree and at least five years of experience in all media; familiar with a variety of the field's concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals; performs a variety of tasks. A wide degree of creativity and latitude is expected.
Responsibilities:	Supervises creative design within business groups and directs and develops final visual image that communicates the organization's marketing objectives to the consumer; reports to the Creative Director.

Labor Category: Audio Operator	
General Experience:	Bachelor's degree and two years of progressive experience in video production using a wide variety of recorders, mixers and microphones.
Responsibilities:	Responsible for capturing all audio signals in the prescribed format during film/video production. Reports to the Producer or Director.



Labor Category: Audio Tech	
General Experience:	Bachelor's degree and four years of progressive experience in video production using a wide variety of recorders, mixers and microphones.
Responsibilities:	Responsible for capturing all audio signals in the prescribed format during film/video production. Reports to the Producer or Director.

Labor Category: Audiovisual Events Coordinator	
General Experience:	A Bachelor's degree and two years of experience in related field with general understanding of equipment operation, setup needs and practices for Audiovisual events.
Responsibilities:	Responsible for setting up and adjusting audio visual equipment and supplies, routine maintenance, assists in editing tapes, duplicates tapes, maintains and organizes the AV library, operates AV systems, manages equipment and supply inventories and other duties as assigned. Reports to and provides support to the Audiovisual Events Manager.

Labor Category: Audiovisual Events Manager	
General Experience:	A Bachelor's degree and four years of experience in related field with general understanding of equipment operation, setup needs and practices for Audiovisual events.
Responsibilities:	Responsible for setting up and adjusting audio visual equipment and supplies, routine maintenance, edits tapes, duplicates tapes, maintains and organizes the AV library, operates AV systems, manages equipment and supply inventories and other duties as assigned. Reports to Producer or Project Manager.

Labor Category: AV Hardware Systems Designer (Engineering Technician)	
General Experience:	Bachelor's degree in engineering with certifications and 6 years of progressive experience in engineering design for digital and analog audio and video systems for all broadcast and internet media.
Responsibilities:	Responsible for engineering systems design, initial maintenance evaluation; equipment installation, maintenance and repair; documentation; deficient equipment reports and maintenance history; performance and service reports; installation support documentation and installation support documentation. Reports to the Project Manager.

Labor Category: AV Installation Technician (Electronics Technician Maintenance)	
General Experience:	Bachelor's degree in engineering with certifications and 3 years of progressive experience in engineering, installation, operation and repairs for digital and analog audio/video systems.
Responsibilities:	Responsible for installing, monitoring, maintaining and documenting cables and equipment for broadcast operations. Reports to Project Manager.



Labor Category: Boom/Jib Operator	
General Experience:	Bachelor's degree and four years of industry related experience. Must know camera composition and boom operation.
Responsibilities:	Responsible for setup and operation of camera and/or audio boom for large-scale film/video productions. Reports to Director.

Labor Category: Broadcast Engineer	
General Experience:	Bachelor's degree in Electronic Engineering and four years of progressive industry related experience.
Responsibilities:	Responsible for Master Control and Video Tape room maintenance and operation, camera and equipment setup, digital media maintenance and diagnostics and monitoring transmission telemetry, cabling, satellite uplinks/downlinks and documenting facilities, reads/writes CAD drawings. Reports to Producer or Project Manager.

Labor Category: Camera Operator, Studio	
General Experience:	Bachelor's degree and at least two years of industry related experience.
Responsibilities:	Responsible for setting up and operating studio camera using standard broadcast production techniques. Supports efforts of production by helping with lighting, cabling, set and camera set-up, and other duties as assigned. Takes commands from Director.

Labor Category: Camera Operator /Videographer I	
General Experience:	Bachelor's degree and at least two years of industry related experience.
Responsibilities:	Responsible for setting up and operating EFP camera using standard broadcast production techniques. Supports efforts of production by helping with lighting, cabling, set and camera set-up, and other duties as assigned. Takes commands from Director or Producer.

Labor Category: Camera Operator /Videographer II	
General Experience:	Bachelor's degree and at least four years of industry related experience.
Responsibilities:	Responsible for setting up and operating EFP camera using standard broadcast production techniques. Supports efforts of production by helping with lighting, cabling, set and camera set-up, and other duties as assigned. Takes commands from Director.



Labor Category: Casting Director	
General Experience:	Bachelor's degree and three years of industry related experience.
Responsibilities:	Auditions and helps to select all of the speaking role actors in film, television, and videos. The CD must possess a vast knowledge of the actor pool and be able to match a variety of actors with the right role. Directors and producers rely on the Casting Director to assist them with assembling the perfect cast for their production. Serves as liaison between the director, the actors and their agents. Reports to Producer.

Labor Category: Computer Programmer	
General Experience:	Bachelor's degree and three to five years of experience in industry related field.
Responsibilities:	Responsible for reviewing, analyzing and modifying programming systems, including encoding, testing, debugging and documenting programs.
<i>Note: This labor category is only used for task order services that go beyond typical overhead services that are done in the normal course of business. Federal agencies will not be charged for services that are considered to be company overhead.</i>	

Labor Category: Content Manager/Editor I	
General Experience:	Bachelor's degree in English, Journalism, Writing or related discipline, and one year of experience, or an Associate's degree and three years of experience in a news environment or in content management for news-driven/public affairs Web sites. Knowledge of sound journalism principles and Associated Press style. Experience editing or writing news and feature articles for Web sites or in print publications. Experience covering a variety of activities and programs. Experience editing submitted articles, photo captions, newsletters, Web site copy and other publications as needed.
Responsibilities:	Manages, populates and edits content. Possesses excellent writing skills, a background and/or education in journalism, experience writing for the Web or publications under tight deadlines, gathering content from multiple sources and working with content management systems.



Labor Category: Content Manager/Editor II	
General Experience:	Bachelor's degree in English, Journalism, Writing or related discipline, and three years of experience, or an Associate's degree and five years of experience in a news environment or in content management for news-driven/public affairs Web sites. Knowledge of sound journalism principles and Associated Press style. Experience editing news and feature articles. Experience producing articles that are being published on web sites or in periodicals. Experience covering a variety of activities and programs. Experience editing submitted articles, photo captions, newsletters, Web site copy and other publications as needed.
Responsibilities:	The Content Manager/Editor II manages, populates and edits content. The Content Manager/Editor II uses excellent writing skills, a background and/or education in journalism, experience writing for the Web or publications under tight deadlines, gathering content from multiple sources and working with content management systems.

Labor Category: Content Manager/Editor III	
General Experience:	Bachelor's degree in English, Journalism, Writing or related discipline, and five years of experience, or an Associate's degree and seven years of experience in a news environment or in content management for news-driven/public affairs Web sites. Substantial experience writing news and feature articles. Considerable experience producing articles that are being published on web sites or in periodicals. Experience covering a variety of activities and programs. Experience editing submitted articles, photo captions, newsletters, Web site copy and other publications as needed.
Responsibilities:	Responsible for managing a team of content and graphic specialists on a day to day basis, scheduling personnel, training members of the team, preparing and submitting reports, writing, research that includes gathering information from multiple sources, populating and editing content, and other related tasks.

Labor Category: Content Manager/Editor IV	
General Experience:	Bachelor's Degree. Ten plus years of experience managing a team with multiple direct reports and managing content and production
Responsibilities:	Leads the web content initiatives of clients, partners with internal and external partners to implement the content strategy based on the marketing strategies and processes. Plays a key role in developing a comprehensive content management system and implementing changes to site layout and content based on usability, analytics, search engine, and business objectives. Oversees a team of content specialists; provides direction and guidance on projects as needed, Identifies the type of content that will best enable clients to communicate their positioning and achieve their online goals.



Labor Category: Copy Editor	
General Experience:	Bachelor's degree and two years of industry related experience editing scripts and documents for all media forms; manages multiple projects simultaneously.
Responsibilities:	Edits, proofreads, fact-checks, and coordinates production of a variety of corporate and marketing communications materials. Ensures that communications are accurate, clear, and complete; correct in terms of spelling, grammar, punctuation, and editorial style; and that they maintain a consistent tone and voice. Reports to the Producer and/or Creative Director.

Labor Category: Copywriter	
General Experience:	Bachelor's degree and two years of related experience writing scripts and documents for all media forms; experienced in managing multiple projects simultaneously.
Responsibilities:	Responsible for writing, proofing and editing copy for all media forms to meet client objectives; reports to the Senior Copywriter and/or Creative Director.

Labor Category: Copywriter (Senior)	
General Experience:	Bachelor's degree and four years of experience in writing scripts and documents for all media forms; experienced in managing multiple projects simultaneously.
Responsibilities:	Responsible for writing, proofing and editing or oversight of writers, editors, and proof readers for all copy written for all media forms based on strategic and tactical understanding of client objectives; reports to the Creative Director.

Labor Category: Creative Director	
General Experience:	Bachelor's degree with minimum of ten years of progressive related experience in all facets of video, film, multi media, and web site productions and script writing; experienced in managing personnel and multiple projects simultaneously.
Responsibilities:	Supervise and assume responsibility for creative staff and overall quality of work produced. Helps designers translate client's marketing objectives into creative strategies. Works with principals in writing proposals, determining budgets, developing company goals and plan ways to achieve them. Makes client presentations. Acts as client liaison. Assigns projects and teams. Mentors and helps to train creative staff. Develops and institutes new company procedures. Recommends purchases of new equipment. Reports to the President and/or Project Manager.



Labor Category: Designer/Programmer	
General Experience:	Bachelor's degree and four years of industry experience. Knowledge of layout principles and aesthetic design concepts for web based applications.
Responsibilities:	Responsible for producing graphic sketches, designs and copy layouts for online content; determines size and arrangement of illustrative material and copy; selects style and size of type; and arranges layout based upon available space. Reports to Director of Interactive.

Labor Category: Director, Video	
General Experience:	Bachelor's degree or its equivalent and three to five years of experience in film/video production; familiar with standard production concepts, practices, formats, equipment and procedures.
Responsibilities:	Responsible for the overall look, composition, lighting, and production. Studies scripts to determine artistic interpretation. Plans, directs, and coordinates filming or taping, instructs camera operators on the position and angle of shots, coordinates lighting and sound. May select, and cast for roles. Acts as liaison with Producer, actors, and the technical staff. Works with the cinematographer to determine power and equipment requirements for each location. Reports to the Producer.

Labor Category: Director, Interactive	
General Experience:	Bachelor's degree with eight years of experience in the field. Generally manages a group of product management professionals and software developers/programmers.
Responsibilities:	Directs, establishes, maintains, and plans the overall strategic and tactical policies and goals to meet client objectives. Drives product web release strategy, interacts with sales, development, and product marketing to define these requirements, and directs interaction with engineering and operations on product development. Defines the marketing requirements for all web, interactive and multimedia programs and manages the product development process by translating user testing and customer support feedback into feature/function requirements. Reports to the Creative Director.



Labor Category: Director of Photography (DP)	
General Experience:	Bachelor's degree and at least six years progressive experience using a variety of film, video or tapeless cameras and lenses; knowledge of composition and standard film and video production techniques.
Responsibilities:	Operates film, video and tapeless cameras and plans the position and angle of shots. Works with the director to determine overall look, composition, and power/equipment requirements for each location. Reports to Producer and/or Director.

Labor Category: Director, Studio	
General Experience:	Bachelor's Degree in Communications or related field and a minimum of five years television studio directing experience.
Responsibilities:	Directs newscasts, talk shows, pre/post shows and specials. Must be creative in studio pre-production, blocking shots and pacing of shows and have the ability to direct seamless back-to-back live shows in studio. Works with Producers to coordinate execution of elements to be integrated into broadcasts and live shots from the field and works with technical staff to satisfy production needs for any given show.

Labor Category: Editor with and without system	
General Experience:	Bachelor's degree with two to four years of experience in a related field; familiar with standard creative and technical concepts, practices, and procedures for video and film editing using non linear edit system(s); relies on experience and judgment to plan and accomplish goals.
Responsibilities:	Creates a visual sequence of images using an editing system to meet client objectives. Oversees all graphics. Organizes, modifies, and completes finished program material for client approval by editing the visual elements of the film or video into a rough cut. Operates and maintains editing equipment and software systems and duplicates edited material. Works with color correction, online session and mix if necessary. Captures and submits edit decision list for online editor. Reports to Producer.

Labor Category: Editor, Assistant	
General Experience:	Associate's degree with one to two years of experience in the field or in a related area; familiar with standard creative and technical concepts, practices, and procedures for video and film editing using non linear edit system(s); relies on experience and judgment to plan and accomplish goals.
Responsibilities:	Responsible for loading and editing film/video to meet creative goals for client, including length constraints and compliance with established broadcast codes and laws. Reports to Editor.



Labor Category: Event Producer	
General Experience:	Bachelor's degree and two to four years of industry related experience. Must be familiar with standard concepts, practices and procedures for televised and live event production.
Responsibilities:	Responsible for all aspects of planning a meeting or special event, including audio visual, amenities and accommodations, as well as any associated contract negotiations. Reports to the Producer or Project Manager.

Labor Category: Floor Director	
General Experience:	Bachelor's degree and two years of related experience in studio video production. Reports to the Director.
Responsibilities:	Serves as the link between the director and people on the floor, i.e. presenters, talent, other staff and the audience, passes information and cues to the talent and relays information back to the director. Ensures all staging, furniture and props are ready before the show starts, coordinates rehearsals, maintains control of the audience and ensures they are looked after.

Labor Category: Gaffer	
General Experience:	Associate's degree and two years of related experience in video and film production. Experience in managing multiple projects simultaneously.
Responsibilities:	Responsible for executing the technical and creative aspects of lighting during film and/or video production. Reports to the Director of Photography or Lighting Director.

Labor Category: Graphic Artist	
General Experience:	Bachelor's degree or two years of progressive experience working with multi media software programs that may include InDesign, Photoshop, and Illustrator; experienced in managing multiple projects simultaneously.
Responsibilities:	Prepares illustrations, photos, and motion video for use in creative materials using a variety of software applications. Reports to the Art Director.

Note: This labor category is only used for task order services that go beyond typical overhead services that are done in the normal course of business. Federal agencies will not be charged for services that are considered to be company overhead.



Labor Category: Graphic Designer	
General Experience:	Bachelor's degree or its equivalent and at least two years of industry related experience. Familiarity with industry software, standard concepts, practices, and procedures for all media. Relies on limited experience and judgment to plan and accomplish goals.
Responsibilities:	Uses knowledge of current graphic design software to produce graphic art and visual materials for promotions, advertisements, films, packaging, and informative and instructional material through a variety of media outlets such as broadcast, websites and social media. Generates and manipulates graphic images, animations, sound, text and video into consolidated and seamless multimedia programs. Must remain abreast of technological advances in the field and be able to identify areas of use in the organization. Reports to Creative Director.

Labor Category: Graphic Design Specialist I	
General Experience:	Bachelor's or Associate's degree and a minimum two years graphic design experience with a proven portfolio of work.
Responsibilities:	Creates the design and layout of collateral that includes, but is not limited to, print ads, brochures, signage, one-sheets and Web designs created to communicate with existing and potential clients. Develops print, online, and billboard advertising. Designs collateral that includes sales sheets, brochures, presentations, proposals, white papers, and newsletters. Oversees design projects from concept to completion. Reports to Project Manager.

Labor Category: Graphic Design Specialist II	
General Experience:	Bachelor's degree and a minimum three to five years graphic design experience with a proven portfolio of work.
Responsibilities:	Creates the design and layout of collateral that includes, but is not limited to, print ads, brochures, signage, one-sheets and Web designs created to communicate with existing and potential clients. Develops print, online, and billboard advertising. Designs collateral that includes sales sheets, brochures, presentations, proposals, white papers, and newsletters. Oversees design projects from concept to completion. Reports to Project Manager.

Labor Category: Graphic Design Specialist III	
General Experience:	Bachelor's degree and five plus years graphic design experience with a proven portfolio of work.
Responsibilities:	Creates the design and layout of collateral that includes, but is not limited to, print ads, brochures, signage, one-sheets and Web designs created to communicate with existing and potential clients. Develops print, online, and billboard advertising. Designs collateral that includes sales sheets, brochures, presentations, proposals, white papers, and newsletters. Oversees design projects from concept to completion. Reports to Project Manager.



Labor Category: Graphic Operator (SSC)	
General Experience:	Associate's degree and two years of related experience in video/film production.
Responsibilities:	Character Generator and Still Store operator for live and taped television productions. PowerPoint playback crew member for productions, webcasts, and live events.

Labor Category: Graphic/Web Designer	
General Experience:	Bachelor's Degree in design, art, or industry-related topic required (or relevant work experience). Two to three years related professional experience as a web designer.
Responsibilities:	Responsible for designing, building out, and supporting cutting edge web design solutions. Works with Design Manager/ Project Managers to create website design comps for client base. Creatively conveys a message with graphics, typography and usability best practices, that complements the client's mission and their existing marketing materials. Uses HTML coding and Dreamweaver Templates, to build out design comps into full fledged websites. Develops Online marketing pieces in the form of email template designs for various clients. Work with Design Manager to ensure design comps, website builds, and final projects are accurate / error-free and SEO compliant.

Labor Category: Graphic/Web Designer Sr.	
General Experience:	Bachelor's Degree in design, art, or industry-related topic required (or relevant work experience). Five plus years related professional experience as a web designer.
Responsibilities:	Responsible for designing, building out, and supporting cutting edge web design solutions. Works with Design Manager/ Project Managers to create website design comps for client base. Creatively conveys a message with graphics, typography and usability best practices, that complements the client's mission and their existing marketing materials. Uses HTML coding and Dreamweaver Templates, to build out design comps into full fledged websites. Develops Online marketing pieces in the form of email template designs for various clients. Work with Design Manager to ensure design comps, website builds, and final projects are accurate / error-free and SEO compliant.

Labor Category: Grip	
General Experience:	Associate's degree and two years of related experience in video/film production and ability to manage multiple projects simultaneously.
Responsibilities:	Responsible for providing assigned support to the camera and lighting department for film and video production. Reports to the Production Manager.



Labor Category: Help Desk Support	
General Experience:	Associate's degree and two years of industry related experience; proficient in webcasts, keyboard operation, Power Point, graphics and related computer software and systems.
Responsibilities:	Responsible for providing technical support and problem solving during live webcasts; respond to participant and host questions regarding content and technical issues; provide support to webcast presenters; and upload documents to archives. Reports to the Project Manager and/or Audio Visual Events Manager.

Labor Category: Lighting Director	
General Experience:	Bachelor's degree and eight years industry experience.
Responsibilities:	Works directly with either still photographer, video or film director to produce the various lighting elements required (placement, intensity, color) and works with scrims and gels. Reviews lighting effects with staff and clients. May supervise setup by lighting technicians. Reports to the Producer or Director as assigned.

Labor Category: Location Scout	
General Experience:	Bachelor's degree and three years of industry related experience; must simultaneously manage multiple projects.
Responsibilities:	Responsible for scouting and securing all location needs, including permits and licenses, releases, adherence to local ordinances and environmental protection requirements, sites, and facilities; location photographs or video; reports to the Producer. Must be able to work on multiple projects simultaneously. Reports to the Production Manager.

Labor Category: Make-up Artist	
General Experience:	Cosmetology school and four years industry experience.
Responsibilities:	Responsible for all talent makeup application and/or hair styling. Knowledgeable in techniques of using proper makeup to match skin complexion of men, women, and children. Experienced in choosing proper makeup & hairstyle applications for best-desired results under different color temperatures for daylight or tungsten balanced lights. Reports to the Producer.



Labor Category: Motion Designer/Artist	
General Experience:	Bachelor's Degree in 3D animation/graphic design; Minimum of three to six years plus of experience in designing High-end 3D graphics for Broadcast television, Digital and Social Media campaigns.
Responsibilities:	Designs Motion Graphics and Presentation Graphics for clients. Builds/designs 3d Logos and Environments from start to finish. This would include: modeling, texturing, lighting, rigging, animation, rendering and compositing on various projects.

Labor Category: President	
General Experience:	Bachelor's degree and a minimum of ten years of industry related experience as a manager. Demonstrated expertise using a variety of media concepts, practices and procedures.
Responsibilities:	Responsible for planning and directing all aspects of company policies, objectives and initiatives; short and long term profitability and growth; and quality of services.

Labor Category: Producer	
General Experience:	Requires a bachelor's degree with at least four years of experience in the field-managing multiple projects simultaneously; familiar with a variety of the field's concepts, practices, and procedures.
Responsibilities:	Responsible for understanding and implementing strategic and tactical client objectives and all aspects of planning and executing film and/or video production that includes script writing, audio, camera work, music, crewing, equipment and other creative and managerial production elements as required for successful execution of production. Reports to the Project Manager.

Labor Category: Producer, Associate	
General Experience:	Bachelor's degree with two years of industry related experience
Responsibilities:	Assists with all aspects of video and film and advertising conceptualization and production. Coordinate shoot logistics, conducts research, maintain contact with vendors as directed, schedules talent and facilities, secures appropriate releases, coordinates activities related to production, and other duties as assigned. Reports to Producer.

Labor Category: Producer, Coordinating	
General Experience:	Bachelor's degree with one year of industry related experience
Responsibilities:	Assists with all aspects of video and film and advertising conceptualization and production. Coordinate shoot logistics, conducts research, maintain contact with vendors as directed, schedules talent and facilities, secures appropriate releases, coordinates activities related to production, and other duties as assigned. Reports to Associate Producer.



Labor Category:	Producer, Executive
General Experience:	Bachelor's degree and ten years of Industry Related experience.
Responsibilities:	Specializes in broadcast production and multimedia development as well as interactive product development. Acquires a strategic and tactical understanding of client objectives as well as all aspects of planning and executing film and/or video production, including creative, scheduling, crews, equipment, and other production tasks as assigned. Previous experience required in professional video, broadcast, and multimedia production. Reports to Project Manager or President.

Labor Category:	Production Assistant
General Experience:	Bachelor's degree with one year of experience in film/video production or a related area or an Associate's degree and three years of experience in film/video production or a related area. Has knowledge of commonly used production concepts, practices, and procedures.
Responsibilities:	Provides logistical and creative support to the producer to help ensure quality for film and video productions; must be able to handle a wide variety of production responsibilities as assigned. Reports to the Producer.

Labor Category:	Production Manager
General Experience:	Bachelor's degree in area of specialty and at least five years of experience in the field or in a related area. Relies on extensive experience and judgment to plan and accomplish goals.
Responsibilities:	Manages and schedules personnel, facilities and technical needs for productions; prepares production estimates and bids; issues purchase orders; maintains inventories; and other administrative/management duties necessary for successful completion of a film shoot. Reports to the Producer.

Labor Category:	Project Manager/Consultant
General Experience:	Bachelor's degree and a minimum of six years of industry related experience.
Responsibilities:	Responsible for overall coordination and completion of project, including schedules, deadlines, assignments and monitoring and summarizing progress. Ensures customer objectives are met, provides oversight of work, assigns company assets, manages the team, interfaces with customers, makes personnel assignments and performs other duties related to the success of the project. Reports to the President.



Labor Category: Propmaster	
General Experience:	Bachelor's degree and a minimum of two years of industry related experience.
Responsibilities:	Controls all aspects of property departments. Oversees and responsible for, the procurement or production, inventory, care and maintenance of all props associated with productions, ensuring that they are available on time, and within budgetary requirements. Ensures selected props suit the film's style and overall design, and that they accurately reflect the production's time period and culture.

Labor Category: Public Relations Specialist	
General Experience:	Bachelor's degree and at least seven years of public relations management experience. Experience with software and internet products.
Responsibilities:	Responsible for directing and implementing public relations strategies; manages media relations, announcements, editorial placement, and speaking opportunities; develops press releases, white papers and supporting materials. Reports to the President.

Labor Category: Researcher	
General Experience:	Bachelor's degree and three years industry experience.
Responsibilities:	Compiles research for the Writer and Producer. Work includes researching photo archives, historical archives, screening stock footage and confirming sources for accuracy. Reports to the Producer and/or Writer.

Labor Category: Script Supervisor	
General Experience:	Bachelor's degree and two years industry experience.
Responsibilities:	Works with the Video/Film Director to understand scene numbering and daily production schedule. Experienced in keeping the continuity of the script during production. Directs and coordinates scene and take numbering with the slate grip. Marks all continuity details in the editor's copy of the script. Marks all time code numbers for each scene take. Reports to the Director.



Labor Category: Social Media Editor	
General Experience:	Bachelor's degree, three to five years relevant work experience in digital media, and two to three years relevant work experience managing the social media presence of a brand across multiple platforms.
Responsibilities:	Manages and programs clients' Facebook, Twitter, Pinterest, Tumblr, and Google+ pages. Works with the digital marketing and sales teams to ensure that any campaigns with social elements are executed to plan and in a timely manner. Takes the lead on social outreach to relevant personalities, brands, and organizations to ensure promotion of clients' editorial. Uses analytics and qualitative data to measure success and drive decisions within our social channels.

Labor Category: Social Media Manager	
General Experience:	Bachelor degree required preferably in marketing, public relations or related field; Minimum of four years of experience in web marketing.
Responsibilities:	Contributes and manages social media and public affairs specialists that populate, interact and engage content viewers on an array of social media avenues. They are responsible for developing and executing social media and mobile strategies and all activities that directly support public relations and marketing goals.

Labor Category: Social Media Manager/Editor III	
General Experience:	Bachelor degree required preferably in marketing, public relations or related field; Minimum of seven years of experience in web marketing.
Responsibilities:	Contributes and manages social media and public affairs specialists that populate, interact and engage content viewers on an array of social media avenues. They are responsible for developing and executing social media and mobile strategies and all activities that directly support public relations and marketing goals.



Labor Category: Social Media/Media Production Specialist	
General Experience:	Bachelor's degree in Communications, Public Relations, Journalism or related discipline, and three years' experience, or an Associate's degree and five years of experience in a social media/public affairs environment. Knowledge of sound communications and mass media tactics and techniques. Understanding of social media sites such as Facebook, Twitter, tumblr, YouTube, Google+ or other emerging technology blogging, podcasting and others. Possess dynamic design skills combined with an understanding of the latest in cutting-edge multimedia technologies in support of social media sites. Experience shooting photos and video for use in multimedia products suited for social media. Experience editing videos for posting to social media sites.
Responsibilities:	Works well under pressure and can tell compelling stories through the lens and with graphics and scripting. This person is proficient in all phases of production (pre-production, production and post production), skilled as a producer, writer, videographer, and editor and have experience creating visually appealing graphics. Plans and facilitates studio and field-based video production, including the planning, creative development, scripting, filming, graphic design, editing, sound mixing and compression output of a wide range of products. The Media Production Specialist reports directly to the Social Media Manager and may perform other related duties as assigned.

Labor Category: Social Media/Public Affairs Specialist I	
General Experience:	Bachelor's degree in Communications, Public Relations, Journalism or related discipline and one year experience; or an Associate's degree and three years of experience in a social media/public affairs environment. Knowledge of sound communications and mass media tactics and techniques. Understanding of social media sites such as Facebook, Twitter, tumblr, YouTube, Google+ or other emerging technology, blogging, podcasting and others. Understanding of Emerging Media types such as social networking, blogging, podcasting and others. Some knowledge of Defense Department issues. Experience developing briefings and other presentations. Experience writing news and feature articles for Web sites or in print publications.
Responsibilities:	Interacts with and engages content viewers through an array of social media platforms. The Social Media / Public Affairs Specialist works on a team to facilitate customer conversation and engagement through various social media channels. They are responsible for developing and executing social media and mobile strategies as well as activities that directly support public relations and marketing goals. The Social Media/Public Affairs Specialist reports directly to the Social Media Manager and may perform other related duties as assigned.



Labor Category: Social Media/Public Affairs Specialist II	
General Experience:	Bachelor's degree in Communications, Public Relations, Journalism or related discipline, and three years of experience, or an Associate's degree and five years of experience in a social media/public affairs environment. Knowledge of sound communications and mass media tactics and techniques. Understanding of social media sites such as Facebook, Twitter, tumblr, YouTube, Google+ or other emerging technology blogging, podcasting and others. Experience developing briefings and other presentations. Experience writing news and feature articles for Web sites or in print publications. Experience shooting photos and video for use in multimedia products suited for social media.
Responsibilities:	Interacts with and engages content viewers through an array of social media platforms. The Social Media / Public Affairs Specialist works on a team to facilitate customer conversation and engagement through various social media channels. They are responsible for developing and executing social media and mobile strategies as well as activities that directly support public relations and marketing goals. The Social Media/Public Affairs Specialist reports directly to the Social Media Manager and may perform other related duties as assigned.

Labor Category: Social Media Specialist	
General Experience:	Bachelor's degree in Marketing/Communications or related field and two or more years of social media marketing experience in a business environment.
Responsibilities:	Works closely with Social Media Marketing Manager and Brand teams to understand their requirements and desired use of social media marketing technologies as a means to engage and build relationships with consumers. Monitors social activity across all channels and works with clients to ensure collaborative, successful, and efficient social marketing project executions. Functions as a part of the social media marketing team: assists with listening, research, coordination, and analytics.

Labor Category: Still Photo Assistant/Camera Assistant	
General Experience:	Bachelor's degree with one year of industry experience.
Responsibilities:	Assist Photographer with light, camera setup, equipment, etc. on photo shoots. Assist in editing final images through processing or using computer software programs. Reports to Still Photographer.



Labor Category:	Still Photographer I
General Experience:	Bachelor's degree with three years of industry experience.
Responsibilities:	Light, design, and otherwise capture, record, document and provide photographic images using a variety of digital and film still camera formats and produces final images through processing or using computer software programs. Reports to Producer.
<i>Note: This labor category is only used for task order services that go beyond typical overhead services that are done in the normal course of business. Federal agencies will not be charged for services that are considered to be company overhead.</i>	

Labor Category:	Still Photographer II
General Experience:	Bachelor's degree with five years of industry experience.
Responsibilities:	Light, design, and otherwise capture, record, document and provide photographic images using a variety of digital and film still camera formats and produces final images through processing or using computer software programs. Reports to Producer.
<i>Note: This labor category is only used for task order services that go beyond typical overhead services that are done in the normal course of business. Federal agencies will not be charged for services that are considered to be company overhead.</i>	

Labor Category:	Still Photographer III
General Experience:	Bachelor's degree with ten years of industry experience.
Responsibilities:	Light, design, and otherwise capture, record, document and provide photographic images using a variety of digital and film still camera formats and produces final images through processing or using computer software programs. Reports to Producer.
<i>Note: This labor category is only used for task order services that go beyond typical overhead services that are done in the normal course of business. Federal agencies will not be charged for services that are considered to be company overhead.</i>	

Labor Category:	Stylist
General Experience:	Bachelor's degree with one-year industry experience or an Associate's degree with three years industry experience.
Responsibilities:	Works with the Costume Designer to purchase "off the shelf" individual character's wardrobe elements needed to complete the character's look and historic time required by the script. Reports to Director or Producer.

Labor Category:	Technical Director
General Experience:	Bachelor's degree and four years industry experience.
Responsibilities:	Responsible for ensuring that all technical facilities and production elements are in place for studio production, operates switcher, may load tape machines, and assist with setup of all technical facilities. Reports to Production Manager.



Labor Category: Visual Information Specialist II	
General Experience:	Bachelor's Degree in design, art, or industry-related topic required (or relevant work experience). Three years related professional experience as a web designer.
Responsibilities:	Responsible for working in a team environment to develop, design and produce graphics, content and layout for a variety of print, digital and video/broadcast applications and other related duties as assigned. Must possess a thorough knowledge of graphic design and layout and be able to complete high quality projects for print, internet and broadcast applications using production techniques that include illustration, timesteps, typesetting and the use of Adobe graphic programs such as Macintosh versions of Photoshop, Illustrator, Acrobat and InDesign.

Labor Category: Visual Information Specialist III	
General Experience:	Bachelor's Degree in design, art, or industry-related topic required (or relevant work experience). Five years related professional experience as a web designer.
Responsibilities:	Responsible for working in a team environment to develop, design and produce graphics, content and layout for a variety of print, digital and video applications. Job requires managerial duties, including being team leader, time keeping, task management, customer interfacing and other duties as assigned. Must interface and communicate clearly, both verbally and in writing, with customer(s) regarding upcoming and ongoing project assignments and ensure that deadlines are met. Must do intake for projects and ensure that all forms for further trafficking (delivery to press, etc.) are completed. Must interface and communicate with Project Manager regarding technical and creative approaches as well as project and personnel assignment.

Labor Category: Webcast Technician	
General Experience:	Bachelor's degree and two years of industry related experience. Familiar with a variety of the field's concepts, practices, and procedures, including streaming audio and video over the internet.
Responsibilities:	Develops and maintains webcasts. Performs backups and ensure user accessibility to the site. Monitors site traffic and helps scale site capacity to meet traffic demands performance. Improves the company's efficiency and designs the look and feel for the site. Solves technical issues that may surface before or during a webcast or multimedia event. Reports to Director of Interactive.



Labor Category: Webmaster	
General Experience:	Bachelor's degree and two to four years of experience. Must have a working knowledge of HTML, JavaScript, and SQL
Responsibilities:	Develops and maintains the company's portal. Performs backups and ensure user accessibility to the site. Monitors site traffic and helps scale site capacity to meet traffic demands performance. Improves the company's efficiency and designs the look and feel for the site. Reports to Director of Interactive.

Labor Category: Writer	
General Experience:	Bachelor's degree and three years industry experience.
Responsibilities:	Writes scripts for print, broadcast, direct mail and all other forms of media for information, promotion, marketing, and advertising to meet client objectives. Researches products/services/images to ensure ability to write accurately. Assists in writing proposals, marketing plans, publicity, etc., as assigned. Reports to Creative Director or Producer.



VII. CUSTOMER INFORMATION:

1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs)

<u>SIN</u>	<u>DESCRIPTION</u>
541-1	Advertising Services
541-2	Public Relations Services
541-3	Web Based Marketing Services
541-4B	Video/Film Production
541-4F	Commercial Art and Graphic Design
541-1000	ODC

Disaster Recovery SINs: 541-1RC, 541-2RC, 541-3RC, 541-4BRC. 541-4FRC, 541-1000RC

1b. LOWEST PRICED SERVICE AND PRICE FOR EACH SIN:

(Government net price based on a unit of one)

<u>SIN</u>	<u>MODEL</u>	<u>PRICE</u>
541-1, 541-2, 541-3, 541-4B, 541-4F	Administrative/Clerical	\$31.86

1c. HOURLY RATES:

See GSA Price List.

2. MAXIMUM ORDER*: \$1,000,000 per SIN

*If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the contractor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

3. MINIMUM ORDER: \$100

4. GEOGRAPHIC COVERAGE: Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities

5. POINT(S) OF PRODUCTION: Baltimore, MD

6. DISCOUNT FROM LIST PRICES: Prices listed are GSA Net, Discount Deducted.

7. QUANTITY DISCOUNT(S): N/A

8. PROMPT PAYMENT TERMS: N/A

9.a Government Purchase Cards are accepted at or below the micro-purchase threshold.

9.b Government Purchase Cards are not accepted above the micro-purchase threshold.

10. FOREIGN ITEMS: None

11a. TIME OF DELIVERY: To be determined at time of task order.

11b. EXPEDITED DELIVERY: Services are available for expedited delivery; however, this must be discussed at time of order placement and depends on size and nature of order.



11c. OVERNIGHT AND 2-DAY DELIVERY: Overnight and 2-day delivery is available. Contact the Contractor for rates.

11d. URGENT REQUIREMENTS: Agencies can contact the Contractor's representative to effect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

12. FOB POINT: Destination

13a. ORDERING ADDRESS: REJ & Associates, Inc.
6 East Hamilton Street
Baltimore, MD 21202-2232

13b. ORDERING PROCEDURES: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3

14. PAYMENT ADDRESS: 6 East Hamilton Street, Baltimore, MD 21202-2232

15. WARRANTY PROVISION: Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.

16. EXPORT PACKING CHARGES: Not applicable

17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE: (any thresholds below the micro-purchase level)

18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE): N/A

19. TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE): N/A

20. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE): N/A

20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE): N/A

21. LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE): N/A

22. LIST OF PARTICIPATING DEALERS (IF APPLICABLE): N/A

23. PREVENTIVE MAINTENANCE (IF APPLICABLE): N/A

24a. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants): N/A

24b. Section 508 Compliance for EIT: N/A

25. DUNS NUMBER: 939093852

26. NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION (CCR) DATABASE: Current